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TO: Earl Herald DATE: February 8, 1990

FROM: A. Goldfarb

SUBJECT: Bristol Expansion: Initial Production Quantity

Given the possibility of expanding Bristol, during May '90, I am providing you with preliminary production estimates. These estimates are based upon Marketing's expansion recommendation, which has yet to be approved by management.

The proposed expansion would include the introduction of four new packings (FF Kings/100's; Ultra Lights 100's; non-filter) into the existing markets and eight packings into an additional 26 markets (see attached listing). At the same time modifications would be made to both the pack and carton graphics of the existing Lights packings.

Total production quantities required are 698 million units, which incorporates the initial allocation and a reserve of 150%. Packing level details are provided in attachment 2. Note that these quantities do not take into account production requirements for the conversion of current packings in the existing markets.

Should you have any questions, please call.

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Source: https://www.industrydocuments.ucsf.edu/docs/kpby0004

BRISTOL EXPANSION
TOTAL SUB GENERICS

	TOT SUB GENERIC SOM 6MM (EFFEC. 11/89)	TOT SUB GENERIC % CONT	TOT INDUS % CONT
EL PASO	2.81	0.62	0.24
QUAD CITIES	1.51	0.42	0.30
SAVANNAH	1.38	0.34	0.26
PEORIA	1.36	0.98	0.78
SAN DIEGO	1.36	0.41	0.33
TAMPA	1.29	1.34	1.12
UTAH-IDAHO	1.29	0.80	0.67
CORPUS CHRISTI	1.10	0.13	0.13
CHARLESTON	1.06	0.22	0.23
PITTSBURGH	1.04	1.50	1.56
GRAND RAPIDS	1.00	1.18	1.28
CLEVELAND-AKRON	0.97	1.37	1.53
SACRAMENTO	0.93	1.21	1.40
JACKSONVILLE	0.93	0.49	0.57
GREENVILLE	0.93	0.67	0.78
FLINT-SAGINAW	0.81	0.53	0.71
ARIZONA	0.80	0.89	1.21
PORTLAND, ME	0.77	0.42	0.60
COLUMBUS-AUGUST	0.75	0.30	0.43
BIRMINGHAM	0.71	0.76	1.15
MONTGOMERY	0.69	0.39	0.62
SAN ANTONIO	0.67	0.97	1.57
MOBILE	0.64	0.17	0.29
COLUMBIA	0.63	0.33	0.57
ALBURQUERQUE	0.60	0.09	0.16
PHILAPELPHIA	0.60	1.57	2.85
		18.10	21.34

TABLE 1

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Source: https://www.industrydocuments.ucsf.edu/docs/kpby0004

- Bristol Expansion Markets
  - Total Production Units: 348.8 Million
    - 1.5% allocation: 139.5
    - Reserve 150%: 209.3

Allocation by Packing

Lts Kings:	52.3 Million
Lts. King Menthol	17.4 Million
Lts. 100's	69.8 Million
Lts 100's Menthol	34.9 Million
Full Flavor King	52.3 Million
Full Flavor 100's	52.3 Million
Ultra Lts. 100's	34.9 Million
Non-Filters	34.9 Million

- Existing Bristol Markets

  - Total Production Units: 348.8 Million
    - .75% Allocation: 139.5 Million
    - Reserve 150%: 209.3 Million

Allocation by Packing

Full Flavor Kings:	122.1 Million
Full Flavor 100's:	104.6 Million
Ultra Lts. 100's:	69.8 Million
Non-Filter:	52.3 Million

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